

Recent *Work*

Always custom. For your church.

 SocialSermons®

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▶ **View Video**

Social Sermon Clip

- ✦ Your church is paired with a SocialSermons copywriter & editor on our staff ✨ ✨
- ✦ The same person watches your sermon each week (no bots or AI)
- ✦ Your copywriter identifies segments that would work well on social media
- ✦ Hooks are written for each SocialSermon and injected into the first few seconds of the video to stop the scroll ✨ ✨
- ✦ Hooks also help contextualize the message segment for people seeing it for the first time on social media

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Social Sermon Clip

- ✦ Custom covers for SocialSermons are created to keep your profile looking tidy
- ✦ A transcription is created and turned into on-screen captions
- ✦ Snappy editing removes silences and ensures your SocialSermons don't drag 🎧 🎧 🎧
- ✦ Optional end screens are added inviting viewers to take their next step and watch the full sermon online or to "like & follow" for more

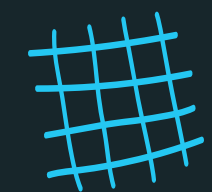




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Social Sermon Clip

- ✦ We run reports to identify the best times to publish your SocialSermons according to your audience's engagement and activity
- ✦ SocialSermons are published across Instagram, Facebook, YouTube
- ✦ Shorts, TikTok, and Twitter (as applicable to your church)
- ✦ Custom hashtags are researched and added to your post's caption



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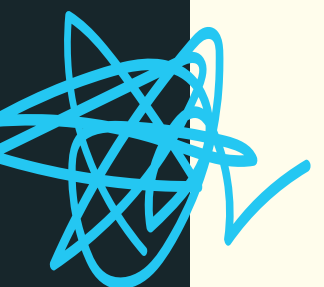
YouTube Video

- ✦ Your copywriter will time stamp a 6-20 minute segment within your sermon (the average length of a first page YouTube video is 14 minutes, 50 seconds)
- ✦ A search-optimized title is composed (YouTube is the 2nd largest search engine in the world) ✨ ✨
- ✦ An eye-grabbing thumbnail is designed ✕ +
- ✦ Finally, we develop an attention-grabbing intro with on-screen captions to kick off the video



Quote Post

- ✦ The best performing quotes on social media are **short and snappy**
- ✦ Your church's quotes are pulled  directly from your pastor's message in our weekly review
- ✦ Those quotes are then developed in to elegant designs 





Carousel

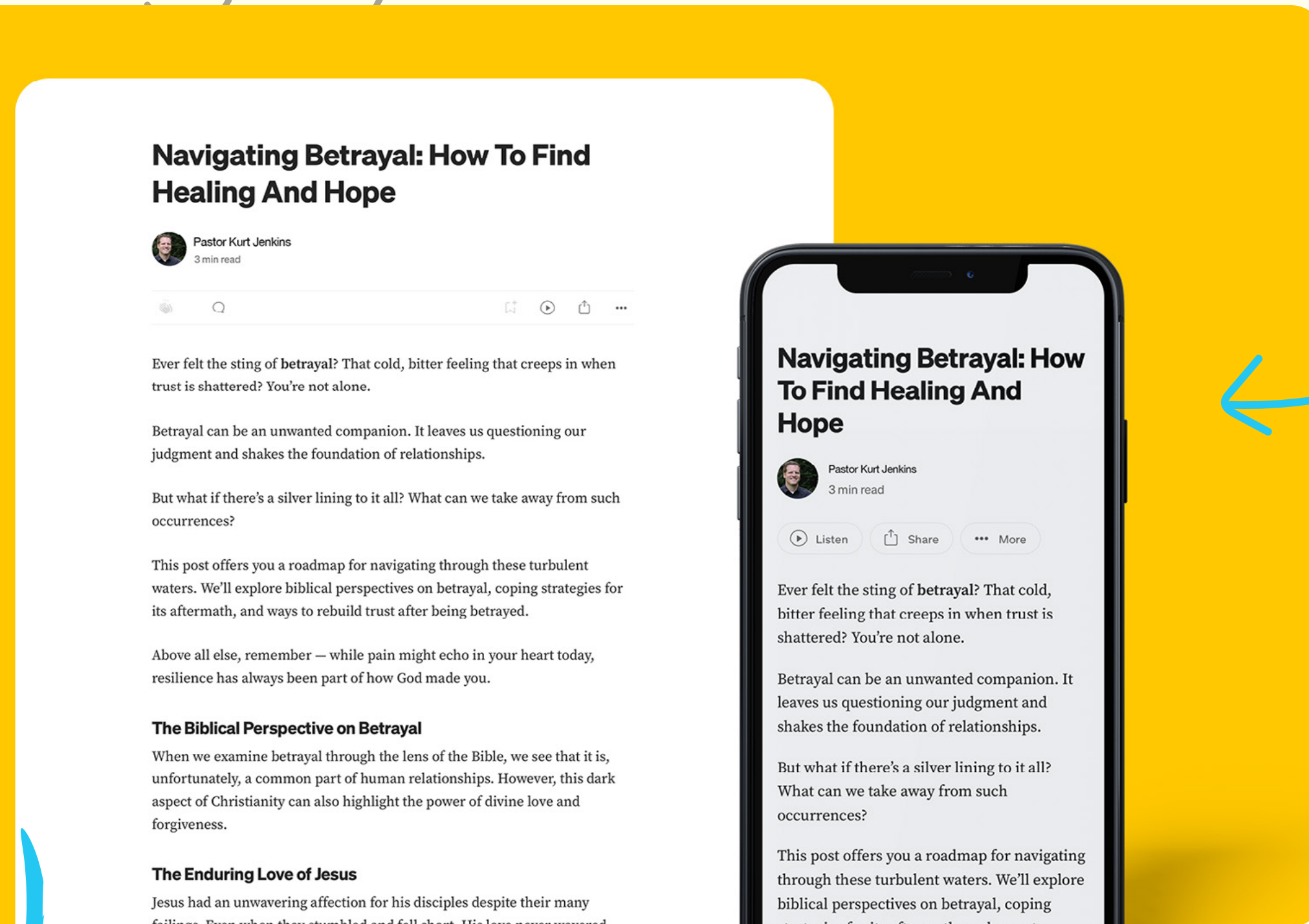
- ✦ Every week your copywriter will identify a segment of your pastor's sermon to develop into a carousel post for Instagram
- ✦ In our experience, the best performing carousels start with a big, bold **headline**
- ✦ Every carousel ends with a slide inviting folks to send your church a DM to initiate personal connection





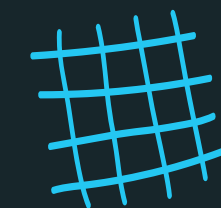
Text Threads

- ✦ Carousel posts are only viable on Instagram
- ✦ To remedy this, we extract the copy from your carousel each week to create a long-form text post for Facebook, X, and Threads
- ✦ This text thread is delivered ready to publish with a single accompanying image (the same cover image from your weekly carousel)




Blog Post

- ✦ During our weekly review, we'll mark off a portion of your sermon to develop into a long-form essay
- ✦ Optimized for search engines, your weekly blog post is ready to be published on your church's website to bolster your SEO presence ✦ ✦ ✦
- ✦ Formatted with headings, relevant hyperlinks, appropriate line breaks, bold, italics, etc.





The Book

- ✦ After a year of working together, you'll have a catalogue of 52 long-form essays capturing the journey your church has been on in the previous 12 months
- ✦ Every year we compile those essays into a custom-designed, stunning, print-ready book
- ✦ This is a coffee table-style book with a beautiful cover and layout of pages
- ✦ These 'year in review' books are the pinnacle of the work we do at SocialSermons and a powerful embodiment of the most recent season your church family has come through 



**Get started with a
free strategy call!**

Book A Call

socialsermons.com